

# THE TRAINING EXPERIENCE

The Clinical Health Coach training is an experience-oriented 5 week program, bookended by 3 onsite days at the beginning and 2 days at the end as a capstone to the learning. The performance orientation of the Clinical Health Coach training is progressive and gestational. Participants actually build skills to engage and activate individuals toward new levels of self-care and health behavior change. This is accomplished through weekly tele-classes and coaching practice sessions over the 5 week period.

## SCHEDULE

### WEEK 1: FIRST ONSITE WORKSHOP (3 DAYS)

- A team approach to chronic care management in the clinical setting
- Health Coaching and Motivational Interviewing to support patient self-care
- Population health management strategies
- FLEX Care™ health communication strategies
- Project management and implementation

### Weeks 2-4

Distance learning, project implementation and health coaching skills development through teleconferencing and webinars.

### Week 5: Final Onsite Workshop (2 days)

- Best practice care management
- Health Coaching for Self- Management Support
- Advanced health literacy
- Leadership strategies to build effective health care teams

## CEU/CME CREDITS

This 40-plus hour program offers continuing medical education credits for physicians, and continuing education credits for nurses, registered dietitians and most other healthcare professionals, based on AMA PRA Category 1 credits. Full information on CME/CEU credits and disclosures are available at [www.iowacc.com](http://www.iowacc.com).

## PRICING

Individual Registration \_\_\_\_\_ \$1,600.00  
Competency Evaluation \_\_\_\_\_ \$195.00

*The basic pricing includes your 5 days of training, resource and reference manuals, testing, weekly teleconference calls, CME/CEU credits and opportunity for the performance evaluation qualifying you for a Certificate in Clinical Health Coaching. Discounts are available for multiple person and early bird registrations.*

## CONTRACT TRAININGS

Are you an ACO, Clinic or Integrated Health System and would like us to come to you? Our Clinical Health Coach training can be brought to your location. A minimum of 40 persons are required. For more information contact Kathy Kunath at: 515-971-3234.

## SPONSORSHIP

Clinical Health Coach® training is provided by the Iowa Chronic Care Consortium (ICCC), a not for profit, population health consulting, training and planning organization. Our mission is to build capacity with other organizations to deliver effective, personalized health improvement and chronic care strategies that reduce the burden of chronic conditions.

## INFORMATION

To learn more about ICCC, our programs, schedule of trainings, pricing and more, visit us at: [www.iowacc.com](http://www.iowacc.com).

To learn about our convenient, self-paced online training program go to: [www.clinicalhealthcoach.com](http://www.clinicalhealthcoach.com)



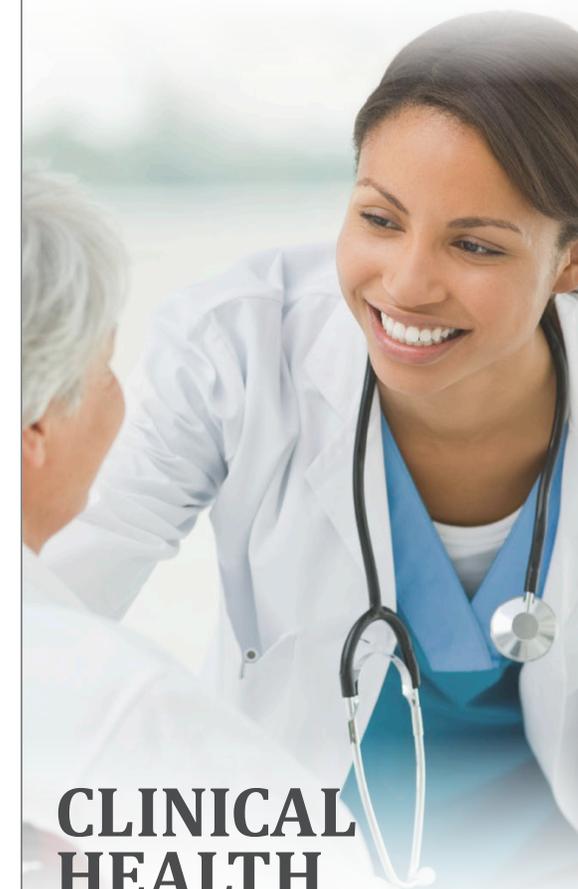
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# CLINICAL HEALTH COACH® TRAINING ONSITE

*Transforming the Conversation...  
Transforming the Care...  
Transforming Patient Outcomes*



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# THE CLINICAL HEALTH COACH® TRAINING ONSITE PROGRAM

**Individuals with chronic conditions drive 80% of the total cost of healthcare today.** Better health behaviors, more patient accountability and higher levels of self-care have proven to reduce ER visits and hospitalizations and progression of chronic conditions. Herein lies the opportunity for health coaching.

**Healthcare organizations and individuals** seeking to implement a clinical role in coaching and care management of individuals with chronic conditions, have available a robust training program.

## FEATURES AND BENEFITS:

- Learn patient engagement strategies that include health coaching skills and practice sessions
- Experience personal, dynamic interaction with coaching/care management faculty
- Acquire leadership training for team-based care models
- Perfect healthcare communication skills to improve health literacy
- Earn CME/CEU credits
- Develop the health coach role within ACO models, PCMH and community based organizations
- Align best practice care with patient centered resources
- Earn a Certificate of Competency in Clinical Health Coaching

## WHAT IS CLINICAL HEALTH COACHING?

**Clinical health coaching** is first and foremost, a very particular set of skills and attitudes which enables a wide range of health care professionals to partner with patients to achieve health outcomes and self-care skills that matter. Health professionals such as nurses, physicians, pharmacists, registered dietitians and others can profit as individuals and inter-professional teams to move the needle to patient behaviors with healthier outcomes.

Participants trained in Clinical Health Coaching achieve the most satisfaction from their training when they work in a clinical environment where they are actively engaging patients with chronic conditions.

## HOW WILL CLINICAL HEALTH COACHING MAKE A DIFFERENCE IN YOUR ORGANIZATION?

**Here is what we know. Doing, teaching and telling your patients what to do is not enough.** The future of healthcare requires more. More patient engagement and accountability. More self-care and more team based care.

**Whether your organization is an accountable care organization, a PCMH, or an innovative demonstration project** the shift from volume to value is apparent. As healthcare organizations redesign the way they define and identify the populations they serve, the need for new approaches is imminent.

**Clinical Health Coaching** has increased patient engagement and satisfaction as well as improved clinical outcomes for our graduates in many innovative health-care organizations across the country.

## ORGANIZATION BENEFITS

- Retooling your workforce for proactive, patient-centered chronic care management
- Building your staff's skills to truly inspire patient engagement and accountability
- Preparing key staff, such as care coordinators, care managers, or health coaches, to transform the conversation and transform the care processes in support of PCMH and team based care
- Building performance oriented competencies in health coaching, communications, care processes and leadership
- Marketing to the public, the high value of utilizing trained health coaching staff as an integral part of your organization's healthcare team

## INDIVIDUAL BENEFITS

- Enhancing your relational and clinical effectiveness in serving patients with chronic conditions
- Acquiring new skills in leadership and project/program implementation
- Building a resume that includes performance validated Clinical Health Coaching skills
- Earning a Certificate of Competency in Clinical Health Coaching
- Creating a network with other professionals to bring new, innovative ideas to your organization



Visit our website to register  
[www.iowacc.com](http://www.iowacc.com)